

Program Overview

LEGAL LIFT

POWERED BY ACKERT

NOVEMBER 6, 2025

9:00 AM - 4:00 PM

Hosted By:

WINSTON
& STRAWN
LLP

Reception Courtesy Of:

Baker
McKenzie.



Attending Companies Include:



7-ELEVEN



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NEXT

9:00 – 9:30 AM: Opening Remarks and Ice Breakers

9:30 – 10:15 AM: Becoming the Trusted Partner – Rethinking Authenticity in Legal Relationships

In-house leaders seek trusted partnerships with their counsel, someone who brings strategic insight, communicates openly, and invests in the relationship beyond transactions. Yet, despite best intentions, law firms often fall short of that standard. This session invites candid dialogue about what it truly takes to earn and sustain trust in today's legal market.

We'll explore how transparency, from sharing data and pricing structures to offering proactive advice, can deepen relationships and drive long-term loyalty. In-house leaders will share unfiltered perspectives, and law firm partners will have the chance to listen, reflect, and consider new ways to demonstrate value, anticipate client needs, and align solutions with business goals.

Key Discussion Themes:

- Defining “trusted partner” beyond buzzwords
- Transparency as a trust driver: data, metrics, and pricing clarity
- Proactive counsel: anticipating challenges and proposing solutions early
- Trust blockers: behaviors that create friction or doubt
- Earning trust from day one and sustaining it over time

10:15 – 11:00 AM: Assessing Trust – Strengthening Client and Counsel Connections

Continuing on the theme of the panel, attendees will participate in a workshop where they will assess their current client or counsel relationships through the lens of trust and authenticity. Small group exercises and self-reflection tools will help them pinpoint opportunities to deepen rapport, increase credibility, and enhance communication, all within the framework of being a true “trusted partner.”

Facilitator: David Ackert

11:00 – 11:15 AM: Break



11:15 AM – 12:30 PM: Pitch Perfect – A Live Demonstration

In this high-energy experience, three pitch teams from law firms will present real proposals to a panel of in-house leaders, all in front of a live audience.

This isn't a lecture — it's an interactive, entertaining, and practical masterclass. As you watch strategies unfold, you'll see what lands, what misses, and why. In-house leaders consistently tell us this session sharpens their own approach, giving them new questions to ask in future meetings and a clearer sense of what a truly valuable pitch looks like.

Both law firm and in-house attendees walk away with practical insights — firms learn how to present with greater impact, while in-house leaders gain new perspectives on evaluating pitches effectively.

Facilitator: David Ackert

12:30 – 1:30 PM: Networking Lunch



1:30 – 2:15 PM: Breakout Discussions (Concurrent)

Breakout #1: AI and the Bottom Line – How Technology Is Reshaping Legal Value

AI-enabled efficiencies are forcing both in-house teams and law firms to rethink how legal services are priced – and how value is measured. As automation reshapes workflows, traditional billable hour models face growing pressure, and alternative fee arrangements (AFAs) are becoming a more attractive and, in some cases, expected option.

In this discussion, we'll examine real examples of how AI is influencing matter scoping, pricing strategies, and client expectations for transparency. Are firms passing efficiency gains on to clients? How are legal departments assessing value when technology does the heavy lifting? Key contributors will open with pricing and legal ops perspectives before attendees share approaches, challenges, and success stories in adapting business models for the AI era.

Breakout #2: Unintended Consequences – The AI Discussions We Aren't Having

AI adoption is accelerating across legal departments and law firms – but beneath the hype lie high-stakes, rarely discussed strategic questions. Could rapid automation lead firms to deprioritize associate training, creating a talent gap that erodes long-term service quality? If AI is currently “wildly underpriced,” what happens when the cost curve shifts – and could it one day outpace the cost of human labor?

This discussion will also explore the ESG implications of large-scale AI use, from energy consumption to sustainability reporting, and how firms can prepare to answer these questions in RFPs. Key contributors will set the stage with in-house and firm perspectives before opening the floor for participants to share concerns, predictions, and strategies for balancing technology investment with human capital in an uncertain market.

Breakout #3: AI, Privacy, and Ethics – Maintaining Trust in the Age of Intelligent Systems

As AI becomes embedded in legal workflows, the risks to privacy, confidentiality, and professional ethics grow more complex – and more visible to clients. From inadvertent data exposure to algorithmic bias, the stakes are high for both firms and in-house teams.

This discussion will focus on practical steps for managing risk while still embracing innovation. How do you safeguard sensitive information when using AI tools? What emerging regulations and professional standards should you be preparing for now? And how do you communicate your approach to privacy and ethics in a way that reinforces trust with clients, stakeholders, and regulators? Key contributors will share real-world scenarios before inviting participants to exchange best practices, lessons learned, and policy approaches that protect both clients and careers.

2:15 – 2:30 PM: Break



“A fantastic and thought-provoking experience without a doubt. Combine that with the ability to participate in meaningful networking – you certainly hit the nail on the head with this program.”

2:30 – 3:15 PM: Feedback Is a Two-Way Street – Closing the Perception Gap in Legal Relationships

Many law firms believe their feedback programs are effective — annual client interviews, post-matter reviews, informal check-ins. But when you ask in-house counsel, the picture often looks very different. Too often, feedback opportunities are rare, questions feel perfunctory, or the input doesn't lead to visible change. This panel takes an unflinching look at that disconnect.

In-house leaders will share how they wish their firms would approach feedback: the timing, the tone, the follow-up, and the moments when it matters most. Law firm panelists will reflect on what's worked for them in the past, where they've stumbled, and how vulnerability — including the fear of “knowing too much” — shapes their approach. Together, we'll explore how both sides can build feedback into the culture in a way that strengthens trust, improves performance, and fosters long-term partnership.

Key Discussion Themes:

- The perception gap: why law firms think feedback is working when clients disagree
- In-house counsel recommendations for reshaping firm feedback programs
- Law firm success stories — and lessons from failures
- Overcoming the fear of “knowing too much” and what to do with difficult truths
- Creating visible change from feedback to strengthen trust
- Building reciprocal feedback loops that work in real-world legal culture

3:15 – 4:00 PM: Creating a Culture of Feedback – Building Safe, Authentic Conversations

Attendees end the day by exploring their relationship with feedback — as giver, receiver, and leader. Through short partner exercises and scenario simulations, they'll practice:

- Asking for feedback with intention
- Responding non-defensively
- Delivering feedback that's actionable and welcomed

The goal is to leave with tools that foster psychological safety and make feedback a repeatable habit, not a once-a-year event.

Facilitator: David Ackert

4:00 PM: Networking Reception (Compliments of Baker McKenzie)

